

DEC 3 1965

# Established Standard Therapy in Hypertension\*

# Rauwiloid

alseroxylon, 2 mg.

## \*Because

Rauwiloid provides effective Rauwolfia action virtually free from side effects...the smooth therapeutic efficacy of Rauwiloid is associated with significantly less toxicity than reserpine...and with a lower incidence of depression. Tolerance does not develop.

Rauwiloid is initial therapy for every hypertensive patient. ...Dosage adjustment is never a problem.



just two tablets  
at bedtime

After full effect  
one tablet  
suffices

When more potent drugs are needed, prescribe one of the *convenient single-tablet combinations*

Rauwiloid + Veriloid

alseroxylon 1 mg. and alkavervir 3 mg.

or

Rauwiloid + Hexamethonium

alseroxylon 1 mg. and hexamethonium  
chloride dihydrate 250 mg.

Many patients with severe hypertension can be maintained on Rauwiloid alone after desired blood pressure levels are reached with combination medication.

**Riker**

Northridge, California